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CMA Brings Over $22 Million into Local Economy, Gets "Most Popular" Rating in Northeastern Ohio

CLEVELAND — The Cleveland Museum of Art (CMA), in collaboration with the Greater Cleveland Growth Association and Pat Henry Market Research, Inc., announced today the results from two studies that reveal the CMA's $22 million-plus impact on the regional economy annually, and its status as Northeast Ohio's most popular museum.

The economic impact analysis came out of a yearlong visitor survey conducted by the CMA. The research department of the Greater Cleveland Growth Association analyzed the survey data using the Northeast Ohio regional economic forecasting model developed by Regional Economic Models, Inc. A random sample of 1,545 visitors were surveyed between March 1999 and February 2000 regarding where they lived, length of stay in Cleveland, reason for visit, and other market-related data. The study examined the effect of CMA visitors from outside the Cleveland Consolidated Metropolitan Statistical Area (CMSA), which includes Cuyahoga, Lake, Lorain, Medina, Geauga, Ashtabula, Portage, and Summit counties.

More than a third (35.1%) of CMA's annual visitors live outside the CMSA. Using estimated expenditures of those visitors only (approximately 212,000 persons), the study reveals that the CMA generates the following impacts on the region:

- More than $22.3 million in gross regional product each year;
- Approximately $20.1 million in personal income and $5.2 million in state and local government revenues;
- 656 jobs including CMA jobs related to the outside visitors only;
- $12.64 million increase in disposable income (the spendable income for Northeast Ohio residents).

A closer examination of the data reveals that over $19 million of the $22.3 million in gross regional product goes to Cuyahoga County. At present, the museum does not receive

any financial support from the county or city governments. (The Ohio Arts Council awards CMA a substantial operating grant, and recently gave capital improvement support.)

The CMA has averaged 605,000 visitors annually over the last four years. The study estimated that 193,752 patrons from outside the region visited Cleveland just for the day and 60,250 visitors spent a median number of two nights in the region totaling 120,500 hotel/motel nights. When asked the reason for their visit, 60.1% cited special exhibitions and 39.9% the world-famous permanent collection.

Michael J. Horvitz, president of the CMA states: "We are very proud of our contribution to the region's economy, but frankly we think that these figures are very conservative. Unlike many of the economic impact reports publicized in the media, the data have been put through a most rigorous statistical model. In addition, the survey was conducted in a year in which there were no 'blockbuster' exhibitions for the museum, those with more that 100,000 visitors. This is a solid baseline look at what our museum brings into this community from the cultural tourism market. At the same time, we continue to be a vital resource for hundreds of thousands of people from every walk of life in our own community, including over 70,000 local school children. And we'll contribute even more when we expand our facilities."

Katharine Lee Reid, director of museum, underscored the conservative nature of the report. "In the three years prior to this study, the museum has had at least one exhibition each year that drew well over 100,000 visitors. In 1997 *Fabergé in America* had an attendance of 172,000, of which 58% were from outside the area. From that exhibition alone, the Growth Association determined that $11 million came into the local economy from cultural tourists. Almost half of the $11 million from an exhibition like *Fabergé* would be considered an 'add on' to this baseline of $22.3 million, making our impact closer to $30 million annually. "

"The CMA is a critical element in our community's economic landscape and a reason that business leaders gave culture and the arts the highest marks among quality of life attributes in a recent Growth Association survey," said Jack Kleinhenz, chief economist for the Growth Association. "The CMA is a great bargain for the City of Cleveland and surrounding communities and a wonderful tool in business attraction efforts that will help grow Greater Cleveland for coming generations." In addition to the economic impact

generated from cultural tourists, the CMA employs 297 full-time and 183 part-time staff with a total payroll of $12,730,000. This contributes an additional $250,000 in gross income taxes paid to the City of Cleveland, and $421,000 in gross income taxes to the state of Ohio.

Community Survey Results

The Cleveland Museum of Art has also released the results from a telephone survey to randomly selected households in the Cleveland area. Pat Henry Market Research, Inc. conducted a total of 409 survey interviews to help determine the impact of the museum's multi-year "Convening the Community" outreach effort. (The margin of error was estimated at 4.8%.) The composition of the group included almost 30% African American, 58% Caucasian and a fairly even breakdown of age groups from 18 to 65 and over.

Nearly 68% of those surveyed said they had been to a museum at least once in the past three years. Of those, 56% said they had attended CMA, the highest of any museum. (The Cleveland Museum of Natural History was second with 33%. The Rock and Roll Hall of Fame and Museum had 13.7%.) Over 70% said that they have visited the CMA at least once in their lifetime, and 38% said that the CMA was their favorite museum in Cleveland. (The Natural History Museum was the second most favorite at 19.4%, while the Rock Hall was last at 2.2%.)

About 95% of everyone surveyed said they were aware of the Cleveland Museum of Art. But when asked about the admission fee, 54% said there is no fee, 25% said they were unsure or did not know, and 22 % said there is a fee. This is a major improvement from a similar survey in 1997 when only 30% knew the free admission policy.

Most likely because of its name, 47% of those questioned disagreed with the statement: "The Cleveland Museum of Art is a private nonprofit organization with no city or county funding." A surprising 63% agreed with the statement that "the county or state should provide funding to the CMA to help expand its facilities."

Katharine Lee Reid commented: "These two studies confirm that the Cleveland Museum of Art is a big part of the quality of life for the people of Northeastern Ohio. Whether it's the free educational tours given to school children each year, the hundreds of thousands of local visitors, or the millions of dollars in economic impact from cultural tourism, the CMA is a huge resource. It further defines the CMA as a great investment in

this community. And we hope that the community responds when the time comes for needed support for our major expansion."

The CMA has appointed an Architect Selection Committee for a proposed $170 million expansion and renovation of the museum. The need for more gallery space and public accommodations emerged from the CMA's extensive *Facilities Master Plan* completed in 1999. The economic impact study, community telephone survey, and facilities master plan can be viewed in greater detail by visiting the museum's web site at **www.clevelandart.org.**

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